INTERNAL MEMO

ALLU

ALL/VN/IMM/OMK/004/V/2026
June, 05, 2026

✓ **Program Name :**
SAME DAY BOOKING PROMOTION

✓ **Periode :**
6 Jun 2026 – 6 Sep 2026

✓ **Target :**
All customers

✓ **Background :**

As part of our efforts to optimize daily appointment slot occupancy and encourage customers to make bookings and complete transactions promptly, this additional cash bonus program is intended to create a greater sense of urgency, drive transaction conversions, and support the achievement of sales targets more effectively.

Same Day Booking Bonus Program Incentives:

1. Customers will receive an additional cash bonus of VND 150,000 for eligible transactions with a minimum transaction value of VND 5,000,000.
2. Customers will receive an additional cash bonus of VND 450,000 for eligible transactions with a minimum transaction value of VND 15,000,000.

✓ **Mechanism :**

- The customer makes an appointment and visits the Store on the same day.
- The ACR must mark the appointment accordingly and inform the VD that the customer booked and visited the Store on the same day.
- The customer visits the Store as scheduled.
- The customer is entitled to receive an additional cash bonus of VND 150,000 or VND 450,000 for each successful transaction.
- The additional cash bonus applies only once per transaction and cannot be multiplied based on transaction value.
- The additional cash bonus may be combined with one other promotion.

✓ **Terms & Conditions :**

1. The program is valid from 6 June 2026 and may be extended or terminated until further notice.
2. The additional cash bonus applies only once per transaction and cannot be multiplied based on transaction value.
3. The additional cash bonus may be combined with one other promotion only (maximum of two promotions combined).

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4. The program is valid at all ALLU stores in Vietnam.
5. The promotional code for this program is #SAMEDAY-BOOKING.
6. The promotion amount can not exceed 3% of the item purchase price.
7. No promotion can be applied if the margin of purchase is below than 11%.

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